ABSTRACT

A method of facilitating interactive communication between clients providing services and/or products and prospective users thereof. The method provides access to a database of at least one client's user interest data on a network, permits network access to the user interest data by a user via a remote interface, and receives a selection by the user of the client's user interest data and receives entry by the user of user-specific data. Access is provided to processing software which processes the user-specific data and the selected user interest data to produce response data, and at least one recipient nominated by the client is provided with access to equipment which automatically exports the response data.